

**Iowa Department of Natural Resources  
Natural Resource Commission**

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**ITEM**

**9**

**DECISION**

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**TOPIC      Contract with Broken Arrow Wear for the Iowa Nature Store**

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Commission approval is requested for a two-year service contract with Broken Arrow Wear of Des Moines, IA. The contract will begin on April 1, 2010, and end on March 31, 2012. The total amount of this contract shall not exceed \$40,000 per year in expenses paid by the DNR. With contract operations deemed acceptable to both the Contractor and DNR after 20 months of operation, both parties may agree to extend this contract for a period of up to two years beyond the contract ending date.

This contract will be funded through income received from sales of Nature Store products, with net profits directed back to the State Parks Bureau's conservation fund. Net profits in FY09 were \$12,700; FY10 to date net profits are \$16,200. Similar or slightly greater profits are expected for the coming two years.

The Nature Store is an online retail sales outlet, and a point-of-sale operation at DNR's State Fair building, for apparel and educational material, all meant to help Iowans connect with their natural resources – similar in intent to what schools do for their athletic programs. Most products are unique to the DNR and are intended to focus on various aspects of outdoor recreation and departmental programs that lend themselves to apparel designs. Initiated as one of the Department's projects in 2003, the purpose of the store places the public's connection with natural resources above profit making. However, profits that are generated go back to the State Parks budget and are an indication of the public's willingness to purchase from the store.

The DNR and Broken Arrow Wear propose to enter into this Contract for the purpose of retaining the Contractor to provide for the operation of the online Nature Store, the fulfillment of customer product orders, and to provide an economical source of apparel for the State Fair point-of-sales operation.

Broken Arrow Wear was chosen using the competitive routine services process. They were chosen for this project as a result of their lowest pricing of services in store operation, the efficiency and quality of their fulfillment operations, the availability of economically priced apparel, and the high quality performance in providing these services for the past four years as our Contractor.

Ross Harrison, Executive Officer  
Conservation and Recreation Division  
March 11, 2010